

Name of School: NMIMS - School of Branding and Advertising
Program Structure of BBA (Branding & Advertising)

Batch 2023-26

As approved in 62nd Academic Council held on 17th December, 2024

Semester - I				Semester - II		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Principles of Marketing	4		1	Introduction to Advertising	4
2	Principles of Management	4		2	Micro & Macro Economics	2
3	Organisational Behaviour	3		3	Visual Communication & Creative Writing	4
4	Communication Techniques	4		4	Consumer Psychology	4
5	Accounting Fundamentals for Advertising Agencies	4		5	Product Management & Design Thinking	4
6	Art of Advertising Production	3		6	Web Development	2
	Total	22			Total	20

Semester - III				Semester - IV		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Multimedia Production	4		1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	3		2	Market Research - I	4
3	Introduction to Branding and Storytelling	4		3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4		4	Strategic Brand Management	4
5	Services Marketing	3		5	Ad-Film Making and Art of Story telling	4
6	Event Management	2		6	Data Visualisation and Presentation Skills	2
	Total	20			Total	22

Semester - V				Semester - VI		
S.No.	Course Name	Credits		S.No.	Course Name	Credits
1	Environment, Social and Governance	2		1	Entrepreneurship	4
2	Media Law and Ethics	2		2	Marketing Analytics	4
3	Business Strategies	3		3	Media Economics	2
4	Select Application in Branding and Advertising	4		4	Retail Management	4
5	Sales and Distribution	4		5	Market Research - II	2
6	Corporate Communications and Public Relations	4		6	Introduction to Graphic Design	2
				7	Introduction to Visual Effects	2
	Total	19			Total	20

Total Credits	123
Total Subjects	37



Dr. Kiran Desai
Director